

CONTRACT

WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

Contract / Revision 819136 /		Alt Order #
Product OH US SEN JOSH MANDEL SEPT 12-SEPT 25		
Contract Dates 09/12/12 - 09/25/12		Estimate # 2680
Advertiser Mandel, J/US Senate/R		Original Date / Revision 09/11/12 / 09/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	09/12/12	09/14/12	Action News at 6a	6-7a		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$125.00			
N 2	WOIO	09/17/12	09/21/12	Action News at 6a	6-7a		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTW-F--				4	\$125.00			
N 3	WOIO	09/24/12	09/25/12	Action News at 6a	6-7a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$125.00			
N 4	WOIO	09/15/12	09/22/12	Sat Early Show	9-11a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S-				1	\$100.00			
	Week:	09/17/12	09/23/12	-----S-				1	\$100.00			
N 5	WOIO	09/16/12	09/23/12	CBS Sunday Morning	9-1030a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$450.00			
	Week:	09/17/12	09/23/12	-----S				1	\$450.00			
N 6	WOIO	09/16/12	09/23/12	Face the Nation	1030-11a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$450.00			
	Week:	09/17/12	09/23/12	-----S				1	\$450.00			
N 7	WOIO	09/12/12	09/13/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WT---				2	\$525.00			
N 8	WOIO	09/17/12	09/21/12	Price is Right	11a-12p		:30			NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	M-WTF--				4	\$525.00			
N 9	WOIO	09/24/12	09/25/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$525.00			
N 10	WOIO	09/12/12	09/12/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--W----				1	\$475.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
819136 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/25/12	OH US SEN JOSH MAN	2680

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
												Totals
												Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 11	WOIO	09/17/12	09/20/12	Action News at Noon	12-1230p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MT-T---				3	\$475.00			
N 12	WOIO	09/24/12	09/24/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$475.00			
N 13	WOIO	09/12/12	09/14/12	Action News at 5p	5-6p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$500.00			
N 14	WOIO	09/17/12	09/21/12	Action News at 5p	5-6p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$500.00			
N 15	WOIO	09/24/12	09/25/12	Action News at 5p	5-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$500.00			
N 16	WOIO	09/12/12	09/14/12	Action News at 6p	6-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$700.00			
N 17	WOIO	09/17/12	09/20/12	Action News at 6p	6-630p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTWT---				4	\$700.00			
N 18	WOIO	09/25/12	09/25/12	Action News at 6p	6-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$700.00			
N 19	WOIO	09/17/12	09/21/12	M-F 7-730p	7-730p		:30			NM	5	\$8,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$1,750.00			
N 20	WOIO	09/24/12	09/25/12	M-F 7-730p	7-730p		:30			NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$1,750.00			
N 21	WOIO	09/17/12	09/20/12	M-F 730-8p	730-8p		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTWT---				4	\$2,000.00			
N 22	WOIO	09/24/12	09/24/12	M-F 730-8p	730-8p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$2,000.00			
N 23	WOIO	09/12/12	09/14/12	Action News at 11p	11-1135p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$1,000.00			
N 24	WOIO	09/17/12	09/21/12	Action News at 11p	11-1135p		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$1,000.00			
N 25	WOIO	09/24/12	09/25/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$1,000.00			
N 26	WOIO	09/16/12	09/16/12	Sun Hour 1	7-830p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$3,500.00			
N 27	WOIO	09/16/12	09/16/12	Browns Football	12-8p		:30			NM	1	\$20,000.00

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<u>Advertiser</u> Mandel, J/US Senate/R		<u>Original Date / Revision</u> 09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		09/10/12	09/16/12	-----S				1	\$20,000.00			
Totals											70	\$76,050.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	70	\$76,050.00	\$64,642.50
Totals	70	\$76,050.00	\$64,642.50

Signature: _____ **Date:** _____

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JOSH MANDEL

Revision #: 0 Date: 9/11/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2680
Media: TV Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2
Product: GENERAL Flight Start Date: 9/12/12 5:00:00 AM
Market: Cleveland Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

JP 9/11

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days														Total Spots	
					Dur	Wed 9/12	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Sun 9/23	Mon 9/24		Tue 9/25
WOIO-TV																				
4	111	MTuWThF 6:00a-7:00a ACTN NWS-MORN<	EM	\$125.00	\$106.25	30	1	1	1	0	0	1	1	1	0	1	0	0	1	9 ✓
	112	Sa 9:00a-11:00a SAT ER SHW-CBS	WK	\$100.00	\$85.00	30	0	0	0	1	0	0	0	0	0	0	1	0	0	2 ✓
8	113	Su 9:00a-10:30a SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	0	0	0	1	0	0	2 ✓
2	114	Su 10:30a-11:00a FACE NATN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	0	0	0	1	0	0	2 ✓
2	115	MTuWThF 11:00a-12:00p PRICE-RT 1-CBS/PRICE-RT 2-CBS	DT	\$525.00	\$446.25	30	1	1	0	0	0	1	0	1	1	1	0	0	1	8 ✓
2	116	MTuWThF 12:00p-12:30p ACTN NWS-NOON<	DT	\$475.00	\$403.75	30	1	0	0	0	0	1	1	0	1	0	0	0	1	5 ✓
4	117	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$500.00	\$425.00	30	1	1	1	0	0	1	1	1	1	1	0	0	1	10 ✓
2	118	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	EN	\$700.00	\$595.00	30	1	1	1	0	0	1	1	1	1	1	0	0	0	8 ✓
9	119	MTuWThF 7:00p-7:30p WHEEL	PA	\$1,750.00	\$1,487.50	30	0	0	0	0	0	1	1	1	1	1	0	0	1	7 ✓
9	120	MTuWThF 7:30p-8:00p JEOPARDY	PA	\$2,000.00	\$1,700.00	30	0	0	0	0	0	1	1	1	1	1	0	0	1	5 ✓
2	121	MTuWThF 11:00p-11:35p ACTN NWS-ELEVEN<	LN	\$1,000.00	\$850.00	30	1	1	1	0	0	1	1	1	1	1	0	0	1	10 ✓

JOSH MANDEL

Revision #: 0 Date: 9/11/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2680
 Media: TV Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2
 Product: GENERAL Flight Start Date: 9/12/12 5:00:00 AM
 Market: Cleveland Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed 9/12	Thu 9/13	Fri 9/14	Sat 9/15	Sun 9/16	Mon 9/17	Tue 9/18	Wed 9/19	Thu 9/20	Fri 9/21	Sat 9/22	Sun 9/23	Mon 9/24	Tue 9/25	Total Spots
WOIO-TV																				
122	Su 7:00p-8:00p 60 MINUTES	RT	\$3,500.00	\$2,975.00	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
123	Su 1:00p-4:00p BROWNS	WK	\$20,000.00	\$17,000.00	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Total Spots:					6	5	4	1	4	4	8	7	7	7	5	1	2	7	6	70
Total Cost:			\$76,050.00	\$64,642.50																
Total			SEP 12 \$76,050.00	\$64,642.50																70

Disclaimer:

Signature: _____



Summary by Station/System

Date: 9/11/2012

Client: OH-US SEN- JOSH MANDEL- 2012 Estimate: 2680
Media: TV Description: OH US SEN JOSH MANDEL SEPT 12-SEPT 2
Product: GENERAL Flight Start Date: 9/12/12 5:00:00 AM
Market: Cleveland Flight End Date: 9/25/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	70	\$76,050.00	100%	\$64,642.50	100%
Market Total:	70	\$76,050.00		\$64,642.50	